Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (currently amended) A method for communicating real-time to subscribers of an Internet Service Provider (ISP), comprising the steps of:

   a.   ~~Examining a normal flow of original~~ Accessing, by a redirecting device, subscriber upstream ~~web~~ traffic ~~data generated by the subscriber at a subscriber site through the ISP~~ to a destination site ~~URL~~ requested by the subscriber; [0041], [0046]

   b.   Identifying, by the redirecting device, the subscriber ~~by using identifying data available from the subscriber~~ to provide a unique ~~fixed~~ subscriber identifier~~cation~~ based on the accessed subscriber upstream traffic; ABSTRACT

   c.   Providing, by the redirecting device, the unique ~~fixed~~ subscriber identifier~~cation~~ to a consolidating and management device; [100]

   d.   ~~Reconstructing at the consolidating and managing device the original upstream web traffic data from the subscriber for the purpose of transmitting to the subscriber site a vehicle for selectively generating additional web traffic data for displaying and communicating a message from the consolidating and management device to the subscriber site without interfering with the original upstream web traffic data~~ Determining, by the consolidating and management device, the subscriber associated with the unique subscriber identification, and if a bulletin message for the subscriber is desired, sending policy information to the redirecting device, wherein the policy

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information includes at least one of: time of delivery, frequency, triggering activity, an associated web page to be delivered or other content to be delivered; ABSTRACT, [0005], [0016], [0017], [0026], [0101], ~~and~~

e.   ~~Selectively transmitting a modified message to the subscriber to cause the inclusion of the original upstream flow of web traffic data for connecting the subscriber to the original destination URL and, in addition, the additional web traffic data generated at the consolidating and managing device~~ If the bulletin message for the subscriber is not desired, allowing, by the redirecting device, a connection to the destination site to proceed normally; [0020]

f.   If the bulletin message for the subscriber is desired, examining, by the redirecting device, the accessed upstream traffic to determine if it is possible to send a redirection, wherein the examining occurs without modifying the accessed upstream traffic; and ABSTACT, [0107]

g.   Based on the policy information, sending to the subscriber by the redirecting device, the redirection for a different destination site. [0074]

2.   (currently amended) The method of claim 1, wherein the bulletin message ~~vehicle~~ is an area within a window on the subscriber PC's browser.

3.   (currently amended) The method of claim 1, wherein the bulletin message ~~vehicle~~ is a prompt provided on the subscriber PC.

4.   (currently amended) The method of claim 1, wherein the ~~fixed identifier is a~~

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~~unique identifier of the~~ subscriber <u>is a customer identification comprising at least one</u>

<u>of an account number, modem MAC address or serial number, or other fixed</u>

<u>identifier</u>. [0015]

5.   (cancelled)

6.   (currently amended) The method of claim 1, wherein the subscriber is

identified to belong to a defined group of subscribers and wherein the <u>bulletin</u>

message is selectively sent to a pre-selected subscriber group.

7.   (currently amended) The method of claim 1, wherein the examining step

further includes working through Web browsers irrespective of the World Wide Web

destination sought by the subscriber ~~identifier~~.

8.   (currently amended) The method of claim 7, further including the step of

returning the subscriber to the original World Wide Web destination after the <u>bulletin</u>

message has been transmitted.

9.   (previously presented) The method of claim 1, wherein the examining step is

further adapted for working with multiple types of content.

10.   (previously presented) The method of claim 1, wherein the examining step is

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performed by a hardware device that can be simply connected at various points, in plurality, in a provider infrastructure.

11. (previously presented) The method of claim 10, further including a plurality of said hardware devices.

12. (currently amended) The method of claim 10, further including the step of providing optional fail-safe operation of each device such that failure does not disrupt other normal browsing and Internet activity of the subscriber but results only in an interruption of bulletin message delivery.

13. (previously presented) The method of claim 1, wherein the examining step is provided by a software system installed on a computer system that is connected at various points, singly or in plurality, in a provider infrastructure.

14. (previously presented) The method of claim 13, further including a plurality of hardware devices, each including one of said software system.

15. (currently amended) The method of claim 13, further including the step of providing optional fail-safe operation of each device such that failure does not disrupt other normal browsing and Internet activity of the subscriber but results only in an interruption of bulletin message delivery.

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16.   (currently amended)   The method of claim 1, further including the step of

defining a specific policy for controlling the selective transmission of bulletin messages

to the subscriber.

17.   (currently amended) The method of claim 16, further including the step of

defining a policy that includes a Web URL or other page information.

18.   (original) The method of claim 16, further including the step of defining a

policy that includes timing and frequency of delivery.

19.   (previously presented) The method of claim 16, further including the step of

defining a policy for activating the redirecting device to deliver a message in response

to a selected subscriber activity.

20.   (original) The method of claim 19, wherein the activity comprises a defined
destination.

21.   (previously presented) The method of claim 19, wherein the activity

comprises an amount of activity by the subscriber.

22.   (previously presented) The method of claim 19, wherein the activity comprises a

request carrying a signature of virus contamination.

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23. (original) The method of claim 1, further including the step of generating a plurality of independently designated policies to be delivered correctly to the subscriber even if some policy events invoke in simultaneity.

24. (previously presented) The method of claim 23, wherein the examining step includes an ability to acquire knowledge of the policies and the identifier when a Web or other request is detected with only an identifying IP address.

25. (previously presented) The method of claim 24, wherein the examining step is further adapted for minimizing overhead of acquiring subscriber parameters through caching of subscriber information for a determined portion of time.

26. (currently amended) The method of claim 1, wherein the examining step is further adapted for use in connection with the a consolidating and system management device for permitting a group of redirecting system devices to be viewed by the provider as a single system.

27. (previously presented) The method of claim 1, wherein the identifying step uses an the enforced delivery of a Web page to be used in a distribution and subscription of new subscribers without prior knowledge of serial numbers associated with the new subscriber's interface equipment and without requiring the subscribers to utilize special software.

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28. (previously presented) The method of claim 27, further comprising the step of using the enforced delivery of a Web page to reduce a volume of telephone support requests by an enforced pre-announcement of known, future system outages due to scheduled maintenance.

29. (previously presented) The method of claim 27, further comprising the step of using the identifier for detection of "signature" forms of Internet packets that indicate a presence of undesirable content.

30. (original) The method of claim 29, wherein the undesirable content is a virus.

31. (currently amended) The method of claim 29, further including the step of transmitting a message identifying the undesirable content to a the provider.

32. (currently amended) The method of claim 29, further including the step of transmitting a bulletin message identifying the undesirable content to the subscriber.

33. (original) The method of claim 31, further including the step of logging the undesirable content identifying message.

34. (previously presented) The method of claim 28, wherein there is further included a manually accessed provider information Web site and the transmitting step includes enforcing a delivery of other subscriber-beneficial information that is

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currently displayed on the manually accessed provider information Web site.

35. (currently amended) The method of claim 16, further including the step of logging successful ~~implementation of policies~~ transmission of bulletin messages to each subscriber.

36. (original) The method of claim 16, further including the step of logging interactive responses that have been requested within the policy.

37. (currently amended) The method of claim 16, further including the steps of detecting and logging a number of simultaneously requested Web connections, based on the transmission of the bulletin messages.

38. (original) The method of claim 37, further including the step of flagging subscribers that are utilizing more than one simultaneous device per subscription.

39. (previously presented) The method of claim 16, further including the step of transmitting explanations to be issued, in an enforced manner, to subscribers, after a service interruption, in such a manner as to alleviate customer dissatisfaction by illuminating and explaining a problem and future efforts that are to be taken to eliminate such problems.

40. (cancelled)

41. (cancelled)

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42.   (cancelled)

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